



Welcome to the ALAI questionnaire on online practices of author-identification!

The purpose of this questionnaire is to ascertain what author-identification practices are commonly used in ALAI National group countries when works are disseminated online. The results will be used to determine what it means for the name of the author "to appear on the work **in the usual manner**" (Berne Convention, art. 15) when the work is disseminated over online media.

1. Name and surname of the respondent: **Oh, Seung-Jong**
2. E-mail address: **osj@copyright.or.kr**
3. Which ALAI National group do you represent? **ALAI Korea**
4. If your responses relate to more countries, please list them here:

Photography and Visual Arts

5. Who are the most prominent **photo/visual art sharing platforms or visual content providers** in your region? On what other sites (including the authors' own) do photographs and other works of visual art appear?

Two copyright organizations in Korea run their own photo/visual art sharing platform or visual content provider. Korea Reproduction and Transmission Rights Association(www.korra.kr) runs Korra Image(www.korraimage.com/img/imgMain.do).

Korea Copyright Commission (www.copyright.or.kr) runs Gongyou-Madang(gongu.copyright.or.kr/index.do). Also, there are other private websites like Imageclick, Inc. which runs 'Imageclick(www.imageclick.com) and ImageTok(www.imagetok.com).

6. What practices are employed to place the author's name **in the visual content itself**, such as author's name in a corner of a photograph, mouseover (rollover effect), watermark, metadata in the file's properties, other means or author-identification, or no attribution at all? Are any of the above means standardized in your media sector?

For the case of 'Korra Image', on the bottom side of its pictures, author(s)'s name(s) is

written. And by clicking the image, detailed information of it is available. Author(s)'s names(s) are also shown on the bottom of its pictures and additional information can be achieved by clicking the image. Moreover, GongGongNuri(Korea Open Government License)is expressed. ImageClick and ImageToday do not inscribe any information and author(s)'s name(s) on their images. Yet, when it comes to ImageTalk, author(s)'s name(s) is available by clicking image(s).

7. Whatever the means, what information in addition to the name(s) of the author(s) is disclosed? E.g.

A. A copyright symbol?

1. Korra Image: YES
2. Gongyou-Madang: YES
3. ImageClick: YES
4. ImageToday: YES
5. ImageTalk: YES

B. Standard identifier such as an ISBN (equivalent for photos or drawings)

1. Korra Image: NO
2. Gongyou-Madang: YES
3. ImageClick: NO
4. ImageToday: NO
5. ImageTalk: NO

C. Year of first publication? Other year(s) (if so, to what do they pertain)?

1. Korra Image: The year of creation
2. Gongyou-Madang: The year of creation
3. ImageClick: None
4. ImageToday: None
5. ImageTalk: None

D. In addition to the author's name, does the rightholder's name (if different from the author's) appear?

1. Korra Image: YES
2. Gongyou-Madang: YES
3. ImageClick: NO
4. ImageToday: NO
5. ImageTalk: NO

8. Once author-identifying data is included in the digital file, does it remain there, or do third parties, such as platforms, strip it out?

1. Korra Image: It is not remained
2. Gongyou-Madang: It is not remained.
3. ImageClick: It is not remained.
4. ImageToday: It is not remained.

5. ImageTalk: It is not remained.

9. What practices are employed to place the author's name **in the description of the visual content on the website** (whether the author's own website or a third-party website) (outside of the content itself, such as below or above a picture, with a hyperlink to external site, with an indication of a public license, where appropriate...)? Are any of the above means standardized in your media sector?

1. Korra Image: Yes
2. Gongyou-Madang: Yes
3. ImageClick: No.
4. ImageToday: No.
5. ImageTalk: Some of them disclose their author(s)'s name(s). But others do not.

10. Whatever the means, what information in addition to the name(s) of the author(s) is disclosed? E.g.

A. A copyright symbol?

1. Korra Image: YES
2. Gongyou-Madang: YES
3. ImageClick: YES
4. ImageToday: YES
5. ImageTalk: YES

B. Standard identifier such as an ISBN (equivalent for photos or drawings)

1. Korra Image: NO
2. Gongyou-Madang: YES
3. ImageClick: NO
4. ImageToday: NO
5. ImageTalk: NO

C. Year of first publication? Other year(s) (if so, to what do they pertain)?

1. Korra Image: The year of creation
2. Gongyou-Madang: The year of creation
3. ImageClick: None
4. ImageToday: None
5. ImageTalk: None

D. In addition to the author's name, does the rightholder's name (if different from the author's) appear?

1. Korra Image: Yes
2. Gongyou-Madang: Yes
3. ImageClick: No
4. ImageToday: No
5. ImageTalk: No

11. How do the service/platform providers named above in question 5 identify the author and in which form (questions 6-10)?

For the case of 'Korra Image', if the author(s) is a member of *Korea Reproduction and Transmission Rights Association* or other cooperation organizations request for it, their information is shown. Gongyou-Madang, authors should register their right and their information. Other platforms like ImageClick, ImageToday and ImageTalk, author makes contracts with image providing platforms.

Music, Audiobooks, Radio

12. Who are the most prominent **online radio broadcasters, on demand music services (both for streaming and downloading) or other similar services or platforms offering audio content, including audiobooks, podcasts etc.** in your region?

The most prominent music platform in Korea is 'Melon(www.melon.com)', an on-demand music service for streaming.

13. Is there a practice to mention the author's or rightholder's name **within the audio content itself**? This may differ for radio, podcasts or audiobooks (where it is common to mention an author) and for musical services where the name may appear in the file's metadata or with the mouseover (rollover) effect. Are any of the above means standardized in your media sector?

In general, there is no practice to mention the author's or rightholder's name within audio content itself. Music title and artist's name are displayed in the file name. In radio, artist's name and music title are mainly mentioned.

14. If the means of author-identification involve information that can be visualized (as opposed to a purely audio attribution of authorship), what information in addition to the name(s) of the author(s) is disclosed? E.g.

A. A copyright symbol?

B. Standard identifier such as ISRC

C. Year of first publication? Other year(s) (if so, to what do they pertain)?

D. In addition to the author's name, does the rightholder's name (if different from the author's) appear?

When audio file is visualized as digital audio file such as CD or DVD, various copyright-related information such as copyright symbol, year of publication, author's name, etc. is disclosed. However, standard identifier such as ISRC or UCI codes is verified by search in applicable associations.

15. Once author-identifying data is included in the digital file, does it remain there, or do third parties, such as platforms, strip it out?

File format is standard mp3 so that it is possible to modify and edit file name and other data. In addition, information can be stripped out.

16. What practices are employed to place the author's or rightholder's name **in the description of the audio content on the website** (outside of the content itself, such as below or above a file, with a hyperlink to external site...)? Are any of the above means standardized in your media sector?

Rightholder's name is placed in the description of the audio content on the website For example, in case of Melon, names of composer, lyric writer and arranger are placed whereas band or music performer such as player and backup vocal is not displayed.

17. Whatever the means, what information in addition to the name(s) of the author(s) is disclosed? E.g.

A. A copyright symbol?

Copyright symbol is not disclosed.

B. Standard identifier such as ISRC.

Standard identifier such as ISRC is not disclosed on the website, and it can only be identified by accessing R. I. A. K. (Record Industry Association of Korea)

C. Year of first publication? Other year(s) (if so, to what do they pertain)?

Year of publication is disclosed on the website.

D. In addition to the author's name, does the rightholder's name (if different from the author's) appear?

Only author's name is disclosed in Korea. Rightholder's name can be identified by accessing R.I.A.K.

18. How do the service/platform providers named above in question 10 identify the author and in which form (questions 13-17)?

UCI(Universal Content Identifier) is used which is assigned to each music for copyright-related work UCI contains 25 audio content information.

1 UCI	14 Date of publication
2 OSP album code	15 Country Code
3 OSP music code	16 Trach Number
4 Distributor's album code	17 CD number
5 Distributor's music code	18 Exclusive right
6 UPC/ICPN	19 Genre
7 ISRC	20 Lyric writer
8 Title of music	21 Composer
9 Name of Music Singer	22 Arranger
10 Title of Album	23 Featuring
11 Name of Singer of the album	24 Player

12 Distributor 13 Manufacturer	25 Playing time
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Film, TV, Video

19. Who are the most prominent **online TV broadcasters, user generated video sharing platforms, on demand film providers (both streaming and downloading) or other similar services or platforms offering audiovisual content** in your region?

1) Major Online Distributor (streaming and download service)

Movie VOD(Video on Demand)	Broadcasting VOD
CJ E&M(www.cjenm.com)	KBS(www.kbs.co.kr)
KTH(www.kthcorp.com)	MBC(www.imbc.com)
LotteEntertainment(https://www.youtube.com/user/lotteent)	SBS(www.sbs.co.kr)
Cineguru(https://www.facebook.com/Cineguru.movie)	tvN(www.chtvn.com)
Medialog(www.medialog.co.kr)	jtbc(jtbc.joins.com)
Candlemedia(www.candlemedia.co.kr)	ChannelA(www.ichannela.com)
TheContentsOn(www.tcokr.com)	tving(www.tving.com)

2) Major Service Platform

Cinefox(cinefox.com), NaverNStore(nstore.naver.com), Gomtv(www.gomtv.com), T-Store(onestore.co.kr/userpoc/main), LTEVideoPortal(www.upluslte.co.kr/)

20. What means are employed to place the author’s or rightholder’s name **in the audiovisual content itself**, such as in the opening or closing credits, on the bottom of the window with the film, by a watermark placed over the film, metadata in the file’s properties, use of the mouseover (rollover) effect etc.? Are any of the above means standardized in your media sector?

The author(s)'s or rightholder(s)'s information is marked by means of watermarking on the beginning of audiovideo works, but distributors(rightholders)' information is not disclosed. But, the detailed page of a movie trailer has a movie trailer, 5 minute preview video, meta information (besides director and stars), file information, and a guide for use.

21. Whatever the means, what information in addition to the name(s) of the author(s) is disclosed? E.g.

A. A copyright symbol?

It is marked on the image.

B. Standard identifier such as ISRC (music videos) or other equivalent

None

C. Year of first publication? Other year(s) (if so, to what do they pertain)?

Release date notation

D. In addition to the author's name, does the rightholder's name (if different from the author's) appear?

Notation of rightholder's name (or the name of a company)

22. Once author-identifying data is included in the digital file, does it remain there, or do third parties, such as platforms, strip it out?

Because the standard video file is provided from a distributor, the authors' identifying information is permanently residual.

23. What means are employed to place the author's or rightholder's name **in the description of the audiovisual content on the website** (outside of the content itself, such as below or above a file, with a hyperlink to external site...)? Are any of the above means standardized in your media sector?

Rightholders and the film ratings are marked at the beginning of the video, and other information like metadata and a guide for the way of use are also provided.

24. Whatever the means, what information in addition to the name(s) of the author(s) is disclosed? E.g.

A. A copyright symbol?

Disclosed

B. Standard identifier such as ISRC (for music videos) or other equivalent

None

C. Year of first publication? Other year(s) (if so, to what do they pertain)?

Release date or production date

D. In addition to the author's name, does the rightholder's name (if different from the author's) appear?

Generally the rightholder's information (regarding online distribution rights) is provided.

25. How do the service/platform providers named above in question 15 identify the author/rightholder and in which form (questions 20-24)?

For the case of music work, author--identification information is marked in digital file 'attribution' section. In the case of movies, this information is shown on the opening or ending credits. Additionally, the director, year of release or date, or production year is marked on the webpage.

E-zines, E-books, Blogs, News, News Aggregators

26. What are the most prominent providers of **online literary content** (e.g. magazines/e-zines, e-books, blogs, news, including news aggregators) in your region and how do they identify the author or rightholder?

Answer 1) The most prominent e-Magazine provider is ‘YES 24 ChannelYes’, for the case of e-Book is ‘RIDI Books’, for the blog; ‘TiStory’, e-News is ‘Tanzie-Ilbo’. (For the rest, please refer to the table below.)

Answer 2) The identifiable information which is generally shown is the author(s)’s name(s) (or anonymously). And they are indicated below the webpage. The news aggregators indicate on the webpage that the copyright holders of the news are the website providers. And separately they indicate that the copyrights of each news belong to the news agency (or reporter).

(1) E-Magazine (Webzine)

Rank	Provider	Identified Author-Information	How Author-Identifying Information is Expressed	Website
1	YES24ChannelYes	Author’s and Photographer’s Information	Copyright © 1999-2016 YES24 ChannelYes. All rights reserved.	ch.yes24.com
2	Olleh Zone	None	Copyright ©2011 - 2016 kt corp. All rights reserved.	zone.olleh.com
3	Looktique	Editor’s and Photographer’s Information	None	www.looktique.com
4	TechHolic	Author’s Information	Copyright 2016 © TechHolic. All rights reserved. with Netb	www.techholic.co.kr
5	OutdoorNews	Author’s and Photographer’s Information	Copyright©2011OutdoorNews. All rights reserved. mail to webmaster@outdoor news.co.kr	www.outdoornews.co.kr

(2) E-Book

Rank	Provider	Identified Author Information	How Author-Identifying Information is Expressed	Website
1	RIDI Books	Author’s Information	© RIDI Corp.	www.ridibooks.com
2	Kyobo Books eBook	Author’s Information	COPYRIGHT(C) KYOBO BOOK CENTRE ALL RIGHTS RESERVED.	digital.kyobobook.co.kr
3	Book Cube	Author’s Information	COPYRIGHT © 2013 By BOOKCUBENETWORKS CO,LTD., ALL RIGHTS RESERVED	www.bookcube.com
4	Baro Books	Author’s Information	Copyright © daou incube Inc. All rights reserved.	www.barobook.com
5	KyoboBooks sam	Author’s Information	COPYRIGHT(C) KYOBO BOOK CENTER ALL RIGHTS RESERVED	sam.kyobobook.co.kr

(3) Blog

Rank	Provider	Identified Author Information	How Author-Identifying Information is Expressed	Website
1	TiStory	Uploader's Information inscribed anonymously	Copyright © Kakao Corp. All rights reserved.	www.tistory.com
2	Blogger	Uploader's Name	Copyright © 1999 – 2016	www.blogger.com
3	Tumblr	Uploader's Information inscribed anonymously	None	www.tumblr.com
4	Egloos	Uploader's Information inscribed anonymously	Copyright © ZUM internet. All rights reserved.	www.egloos.com
5	WordPress.com	Uploader's Name	None	www.wordpress.com

(4) News · Aggregator

Rank	Provider	Identified Author Information	How Author-Identifying Information is Expressed	Website
1	Ddanzie-Ilbo	Uploader's Information inscribed anonymously	Copyright© The DDanziGroup	www.ddanzi.com
2	Naver News	Reporter's Names inscribed	Copyright © NAVER Corp. All Rights Reserved. © (Company's name) Unnoticed uploading and Republishing is banned.	news.naver.com
3	NoCut News	Reporter's Names inscribed	Copyright © Since 2003 by CBSi, NoCut News. All rights Reserved.	www.nocutnews.co.kr
4	OhMyNews	Reporter's Names inscribed	Copyright © 1999 - 2016 OhmyNews all rights reserved. Rightholder(c) Ohmynews(Citizen Reporter), Unnoticed uploading and Republishing is banned.	www.ohmynews.com
5	Media Daum	Reporter's Names inscribed	Copyright © Kakao Corp. All rights reserved. Rightholder© (Telecommunication Company) Unnoticed uploading-Republishing is banned.	media.daum.net

27. Is there a practice to mention the author's or rightholder's name **within the literary content itself**, such as author's name as a byline appearing together with the literary content, or disclosed via mouseover (rollover effect), watermark, metadata in the file's properties, other means or author-identification, or no attribution at all? Are any of the above means standardized in your media sector?

Usually author or rightholder(s)'s name(s) (or anonymously) is(are) shown on the same page with the literal work's page. This method of author-identifying can be considered the standard.

category	Provider	How Copyright holder's/Author's Information Is Shown?					Information does not exist	If it is standardized in Korea
		Both author's name(A) and its content are shown	Roll-Over Effect	Water Marking	Metadata	etc.		
Webzine	YES24ChannelNews	○				- it is inscribed on the below part of the webzine. - it is written; 'The no.1 cultural Webzine of Rep. Korea Yes24ChannelYes'		
E-Book	RIDI Books	○				Publisher(s)'s name is shown		
Blogger	TiStory	○				On the upper side of its webpage, 'TiStory' is shown		
News	Ttanzie Ilbo	○				On the upper side of its webpage, 'Ttanzie Ilbo' is shown		

28. Whatever the means, what information in addition to the name(s) of the author(s) is disclosed? E.g.

A. A copyright symbol?

B. Standard identifier such as an ISBN or ISSN.

C. Year of first publication? Other year(s) (if so, to what do they pertain)?

D. In addition to the author's name, does the rightholder's name (if different from the author's) appear?

Separately from uploaded date (or publication date) and author, literal works themselves indicate identifiably the right holders' name on the webpage the work are uploaded. Along with these information, e-Books indicate the Standard Identifier(ISBN) and some blogs show copyright symbols such as CCL.

	Provider	A. Symbol	B. Standard Identifier	C. Year (Published/ etc.)	D. Are the right holder(s)'s name and the author(s)'s information separated?
Webzine	YES24ChannelYes	-	-	Uploaded date	○
E-book	RIDI Books	-	ISBN	Publication date	○
Blog	TiStory	©○	-	Uploaded date	○
News	Ttanzie Ilbo	-	-	Uploaded date	○

29. Once author-identifying data is included in the digital file, does it remain there, or do third parties, such as platforms, strip it out?

In the case of literal works, the original works are not available to be modified even if any third party uploads and shares the work on any other platform. Accordingly, once the author(s)'s information is marked, the information will remain on the digital file.

	Provider	Can the author(s)'s information be removed by others?
Webzine	YES24ChannelYes	Impossible
E-Book	RIDI Books	Impossible
Blog	TiSotry	Impossible
News	Ttanzie Ilbo	Impossible

30. What practices are employed to place the author's or rightholder's name **in the description of the literary content on the website** (outside of the content itself, such as below or above a file, with a hyperlink to external site...)? Are any of the above means standardized in your media sector?

Author(s)'s or rightholder(s)'s information is linked to a pertinent literal work in the situation either shown on the section for the explanation of literal work or unshown on the section for the explanation of literal work .

When rightholder(s)'s information appears, author(s)'s name(s) is(are) expressed on the right or below the work(s) and some of them set up hyperlinks which are available users to link to author's introduction webpage in details. As it is explained, each explanation webpages of

literal works have different methods to show the author's information, which means it is not standardized.

	Provider	Author-information inscription method
Webzine	YES24ChannelYes	None of author-information on the section of literal work
E-Book	RIDI Books	- Summarized book information is linked to the literal work. Author(s)'s name is inscribed on the right side of linked webpage. - Author(s)'s name(s) is(are) hyperlinked to another webpage which provides more specified author(s)'s information.
Blog	TiStory	- Blog introducing web-page is linked from the literal work. Author(s)'s information is inscribed by anonymously.
News	Ttanzie Ilbo	- The right side of the list page where news' titles author(s)'s information is shown is the section for authors' information

31. Whatever the means, what information in addition to the name(s) of the author(s) is disclosed? E.g.

A. A copyright symbol?

B. Standard identifier such as an ISBN or ISSN.

C. Year of first publication? Other year(s) (if so, to what do they pertain)?

D. In addition to the author's name, does the rightholder's name (if different from the author's) appear?

Separately from uploaded date (or publication date) and author, most literal works themselves indicate identifiably the rightholders' name on the webpage the works are uploaded.

	Provider	A. Symbol	B. Standard Identifier	C. Year (Published/ etc.)	D. Are the right holder(s)'s name and the author(s)'s information separated?
Webzine	YES24ChannelYes	-	-	Uploaded date	Only right holder(s)'s name(s)
E-Book	RIDI Books	-	-	Publication date	Author(s)'s and Publisher(s)'s information is separated
Blog	TStory	-	-	-	Author(s)'s and Rightholder(s)'s information is separated
News	Ttanzie Ilbo	-	-	Uploaded date	Author(s)'s and Rightholder(s)'s information is separated

Websites as Such

33. Is there a standardized or prevailing practice how to place the name of the author in and to the **website as such**, e.g. at the very bottom of the website, at the bottom of the window (if the page is scrolled or the window resized, the text sticks to the lower window border, elsewhere than at the bottom of the website), with a hyperlink to external site naming the actual rightholder?.

Most Korean websites disclose the copyright's mark on the left bottom of website.

34. Whatever the means, what information in addition to the name(s) of the author(s) is disclosed? E.g.

A. A copyright symbol?

Mostly Disclosed

B. Standard identifier such as an ISBN .

Mostly None

C. Year of first publication? Other year(s) (if so, to what do they pertain)?

The year of first publication

D. In addition to the author's name, does the rightholder's name (if different from the author's) appear?

Most websites disclose copyright's name rather than author's.

General

35. Can you identify substantial similarities or differences between the online and offline identification practices in your region?

We can identify substantial differences between the online and offline identification practices in Korea as the following table.

	Online	Offline
A copyright symbol	Mostly disclosed	Barely disclosed
Standard identifier	In few cases, disclosed	Mostly disclosed

The year of publication	Partly disclosed	Mostly disclosed
Author's name	In many cases, disclosed	Mostly disclosed
Rightholder's name	In many cases, disclosed	Mostly disclosed